

**LATIN AMERICA FROM NORTH TO SOUTH**

Photo: Consortium CAMC

Once AL-**INVEST IV** has been officially presented, we will introduce to you, in this issue and in the following ones, the different Latin American Consortiums.

This time, and following the "compass" of the Region, we count with the participation of Danielle Pellat, NAFIN representative at CAMC.

Wellcome to the CAMC Consortium by *Danielle****Pellat***

that include the national traditional cultural values and that increase the value of the local productions by encouraging the development of vulnerable groups (food and agriculture and handicrafts) being innovation the central axis to promote network development and associative practices to strengthen the external market.

Looking for a greater integration at regional level in Mexico-Central America-Cuba and taking into consideration the specificities, advantages and opportunities in each market.

The objective of the CAMC Consortium is to make SMEs more competitive as well as to study, know and, eventually, make incursions into the European market. Our region is constituted by countries which currently export mainly to the USA and Latin American

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CENTROAMÉRICA
MÉXICO
CUBA

Within the framework of the 4th phase of the AL-**INVEST** Programme, the CAMC Consortium has developed a range of instruments designed to provide integral services to the SMEs in Central America, Mexico and Cuba. This Consortium will carry out related actions that will accompany the SMEs during the 4 years of the Programme in the sectors where the impact on the region is stronger: nontraditional and innovative sectors (infrastructure, environment and energy, information services and technologies), sectors

CAMC

From 14th to 21th:
Finances and International Promotion to introduce their products in the EU. Mexico, DF.

From 21st to 25th:
SIMO Network Fair.
Spain, Madrid

From 29th to 1st of October:

Green Expo.
Mexico

RA

7th:
WIFI Austrian Partner Tour

25th:
SEQUA German Partner
Second Tour

MCV

15th, 16th & 17th:
Business Meeting Mercosur-
Encomex

28th y 30th:
Business meetings in
Portuguese language

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NAFIN Representative at CAMC
Danielle Pellat
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The European Union is composed of 27 Member States that have decided to share their knowledge, resources and destiny. Together, during an enlargement period of 50 years, they have built a zone of stability, democracy and sustainable development maintaining, at the same time, the cultural diversity, the tolerance and individual liberties.

The European Union is committed to sharing its achievements and values with countries and peoples beyond its borders.



Editorial... Wellcome to the CAMC Consortium by *Danielle Pellat*

countries, that's the reason why AL-INVEST IV Programme gives them the opportunity to broaden their markets and diversify their exports towards the European Union.

Also, training and technical support activities are being carried out intended to generate local development and strengthen SMEs participation in international markets by encouraging associative practices between companies and institutions to foster sectoral integration, the development of value chains and the creation of networks.

We have already started some projects in Mexico, Central America and Europe with AL-INVEST IV support, organized by CAMC Consortium Partners in collaboration with several national and international institutions. We also count with the support and experience from the European know-how to kick off the integral services process through training, counseling and accompanying the SMEs, which are the driving force and the cornerstone for the local development of the economies in the region, in their path to internationalization.

That's the case of the seminar "Formación de Cluster de Energías Limpias" conducted last august in Mexico D.F, in which European experts gave training and technical support to 20 companies from the energy sector, in order to promote the creation of a cluster. These companies will be monitored specifically during the 4 years that the Programme will last. In Guatemala, there will be some training and consultancy activities to enhance the culture of making strategic alliances among companies of services and information technologies to positionate in the international market.

In Nicaragua, actions are being carried out in order to promote the internationalization of agricultural products by supporting pro-



Photo: Consortium CAMC

ducers' cooperatives through integral projects including traceability, participation in business rounds and markets intelligence and promoting environmental friendly actions. As in El Salvador, European experts are giving counseling to the handicraft sector, 60% of which is composed by women.

Boosting the products' quality is the basis to enhance local businesses competitiveness so that they can access to the European market, that's the reason why in El Salvador and in Guatemala projects to inform about the requirements of the European market and to improve the productive and marketing abilities of the SMEs from the agricultural and handicrafts sectors have been put into practice.

One of the principles of our Consortium is that supply must adjust to demand, since the knowledge of the real needs of the SMEs is the pillar in which our projects stand. All our actions are based on the sectoral needs of the businesses identified by means of a self-diagnosis format currently being computerised.

This self-diagnosis process allow us to know exactly the level of competitiveness and international-

ization of each SME, in order to offer it a taylor-made solution with the specific tools to make it more competitive so that it can enter into the European market.

Regarding internal management, our Consortium is developing a computerised system to monitor the actions we carry out, at a technical as well as at a financial level, so that we can count on an information center that allows us to know the progress made, having as reference indicators, the maneuver of the resources and performance of the beneficiary SMEs, which let us plan and create strategies to achieve our goals.

We also have other instruments focused on strengthening the support institutions for the SMEs in order to create synergies and multiply the advantages of the Programme. We are satisfied with the response from SMEs and institutions, since their interest, their feedback and their commitment have made possible the creation of alliances to develop the region. We are working together with the support institutions for the SMEs so that they can get access to integral support that could be capitalized in all the steps in the internationalization process.

**Danielle Pellat (NAFIN)
CAMC Consortium**

On 16th of June, to mark the launching of the Programme in Sao Paulo, the first training session on financial and administrative procedures, intended for all the partners of the beneficiary Consortiums, took place.

The course, offered by the Coordination and Services Consortium, was prepared by the international consulting company ARCA. The course managed to

add knowledge and enough understanding about the rules of the European Commission, to guarantee the proper accounting management of the funds. Lidia García de Lamo, from ARCA Consortium, was in charge of the training. As representatives of the EC, the course counted with the presence of Samuel Simón Pulido and Alina Seciú from EuropeAid.

The training was divided

into five different modules of an average of 30 minutes each. Through several presentations, the most important aspects to bear in mind while managing the subsidies granted, according to the rules established by the Commission were set out. Also, the right way to submit the reports to the European Commission, was explained.

Apart from the presentations, the course also had

a practical session with discussion and analysis of case study presented by the people attending the seminar.

The course had a great acceptance among the participants. All the beneficiary Consortium leaders have considered this work as an important tool to make an effective management of the AL-INVEST IV Programme.

Launchings...

Eurochambres presents the Al-Invest IV Programme in Brussels



Photo: Eurochambres

Most of Latin American and European companies are SMEs, 99.8 % of the total in the Member States. Both continents have this and other common elements, that let us "learn from each other", stated Basile Papadopoulos, Head of Unit of Centralized Operations for Latin America of the European Commission.

On the Latin America Day, when this and other ideas have been presented, the AL-INVEST Programme has been also introduced to all the members of the consortiums as well as to other participants.

The event took place on the 18th of September in Brussels thanks to the Association of European

Chambers of Commerce and Industry, Eurochambres.

This Programme intends to strengthen the bonds of economic opportunities between the EU and Latin America, "focusing on the private sector", has explained Secretary General of Eurochambres, Arnaldo Abruzzini. In order to achieve that, "trade, investment and economic cooperation are essential".

A key date will be the 1st of January of 2010, when the Spanish Presidency of the EU begins. According to Abruzzini, it will be "an unique moment" to complete the three trade agreements under negotiation.

The representative of the Inter-American Development Bank (IADB), Carlos M. Jarque, has emphasized that the political, soc-

ial, economical and cooperation dialogue between both powers is "essential", especially in the crisis context.

According to Papadopoulos, it is also necessary that the EU helps Latin America also to tackle two main challenges: economic development and regional integration.

Vittorio Tonutti, Head of Sector of EuropeAid of the EC and the leaders of the Consortiums dealing with the Programme attended the event: the representative of the coordination and services team, leader of the services section, Jesús Corral; Danielle Pellat from Central America-Mexico; Ricardo Castedo, from Andean Region and Thiago Mendes from Mercosur, Chile and Venezuela.

RA believes that more than 12,000 SMEs will go international

The presentation of the AL-INVEST Programme for Peru took place in the Lima Chamber of Commerce headquarters. José Rosas, General Manager of the CCL highlighted the importance of the creation of the Andean Chambers Network, which he believ-

es to be a very important tool for the region.

AL-INVEST IV has a budget of 13 million euro approximately for the Andean Region, financed by the EU at a 80%.

To internationalize SMEs,

the Programme will offer technical training and support to small and medium-sized enterprises from Bolivia, Colombia, Ecuador and Peru.

The day of the launching in Lima, the Andean Chambers Network was pres-

ented as well, with the participation of representatives of the Cámara de Industria, Comercio, Servicios y Turismo de Santa Cruz (CAINCO), the Cámara Nacional de Bolivia, ANALDEX and FEDEXPOR.

Launchings...

Consolidation and internationalization of Colombian SMEs.

The European Commission Delegation in Colombia and the Asociación Nacional de Comercio Exterior ANALDEX, have been in charge of launching the fourth phase of the AL-INVEST IV Programme in Bogotá.

In the launching ceremony, ANALDEX President, Javier Díaz, highlighted the importance of "generate in the country an enterprises associative culture, aimed to become more competitive in an international scope". On the part of the EC Delegation, Fernando Cardesa underlined the need of fostering local de-

velopment projects and above all the need of implementing SMEs in rural areas.

Gabriel Coen, Coordination and Services Consortium representative in Colombia, confirmed that this fourth phase has as main objective to consolidate and to internationalize Latin American SMEs taking advantage of globalization, regional integration and the free trade agreements once concluded negotiations with the European Union.

The event also counted with the presence of the

President of the Bucaramanga Chamber of Commerce, Juan Camilo Montoya; of the Secretary General of EUROCHAMBRES,

Arnaldo Abruzzini, and of the President of the Bogotá Chamber of Commerce, María Fernanda Camero.



Photo: Eurochambres

EuroChile launches AL-INVEST IV



Photo: Eurochambres

AL-INVEST IV Programme has also been launched in Chile. The Business Foundation Eurochile has hosted the opening session of this fourth phase of the European Programme cofinanced by the European Commission.

In the event participated the following speakers: Jaime Pérez Vidal, Head of the EC Delegation in Chile; Carlos Álvarez, Executive Vice-President of

CORFO; Vicente Caruz, President of EuroChile and Hugo Lavado, Minister of Economy of the Chilean Government. José Federico Alvares, Executive Director of the National Confederation of Industry of Brazil and José Aravena, Executive Director of Eurochile, also took part in the event giving a detailed account of the AL-INVEST IV Programme explaining that such Programme is a very useful

tool for the SMEs in the Southern Cone.

On the other hand, Constanza Negri Biasutti, Senior Advisor for Latin America of the Association of European Chambers of Commerce and Industry (Eurochambres), intervened in the rounded table on European policies to support SMEs. In her presentation, she explained the importance of SMEs for Europe, the need for a SMEs policy, as well as the role that the EU and the Employers' Associations play in order to improve and develop SMEs. Representatives of CEPAL, of CORFO and of the Confederation of Production and Commerce also participated.

Eurochile is the institution in charge of the Programme coordination in collaboration with several partners such as the Ministry of Agriculture, Innovachile of CORFO,

SERNATUR, the Confederation of Production and Commerce, the National Chamber of Commerce, Service and Tourism of Chile, Fedefruta and other institutions, as well as other public and private partners from Latin America and the European Union.

Chile, which is part of the CNI Consortium, together with Mercosur and Venezuela, has established as main objective of the Programme to promote internationalization of small and medium-sized enterprises, encouraging associative practices with other countries in the region.

On the opening day, all the participants agreed on the boost that AL-INVEST IV provides to social cohesion in Latin America as well as to local development and to regional integration.

"Although it is difficult to compete with Asia, we can make it through DESIGN"

An AL-INVEST IV participant tells her story

The International Home Show (Macef), held in Milan from 4th to 7th of September, has counted with the presence of thousands of enterprises. Twelve Latin American Small and Medium-sized Enterprises (SMEs) have been able to attend thanks to the AL-INVEST-IV Programme.

Karla Díaz, Director of Kokomo, a Mexican furnishings company, has defined the experience as "very interesting". According to this young entrepreneur of 31 years of age, the appointment has given her the opportunity to know better the European market and to realise that despite the "asiatic invasion" in the markets, the design can

be the key element to make an opening.

Question- What is your opinion about the Fair?

Karla Díaz- I came to this event with the idea of living my first experience as participant in a fair. The objective was that enterprises would have a first contact with the customers and could see what the customers are looking for and how the European market is. In my case, it has been a very enriching and interesting experience.

Q- What did your company do there?

KD- I showed one of my products in our stand: a magazine rack, and I also had several appointments with buyers. They were four Polish, Swedish and French



Photo: Kokomo

Latin American SMEs become familiar with European SMEs



Photo: Eurochambres

72.000 people have come to the International Home Show (Macef), held in Milan from 4th to 7th of September 2009. This date, is the biggest in this sector in Italy and it's held biannually. This time 1.600 enterprises participated, 26% of which were foreigners.

AL-INVEST IV Programme didn't miss the opportunity to offer to twelve Small and Medium-sized

Enterprises (SMEs) from Mexico, Brazil and El Salvador the chance to show their products: including jewelry, accessories, furniture and other products. This way, AL-INVEST IV participant have been able to have a closer look to the European market and become familiar with it, as well as to establish the first contact with Member States SMEs. So to speak, they've completed the handshaking phase and they have made an analysis of whether their products are ready to be sold abroad or simply they are the key tool to make an opening in the market.

companies looking for suppliers with my same profile. In those interviews, I could realise that my company has possibilities to enter this market.

Q- What did you learn about the European market?

KD- I realised that it is invaded by Orientals. Nevertheless, and although my company is small and, one could think that it's very difficult to compete against Asians in costs, I believe that we can make it through design, by offering products with design added value. It is a question of selling selective products, even though they are not so cheap.

Q- What do you think was missing from the fair, from AL-INVEST

IV side?

KD- The Programme should prepare the enterprises before going to the fair. Many Latin American companies try to sell their local products in a more demanding international market. Also, after the fair, the Programme should give continuity to the project and help the enterprises with potential.

Q- Will you participate again in another fair?

KD- Yes, I think it was very interesting. Now I know that I can sell my products, although I have to make a catalogue, price list, among other pending questions, but I can start to negotiate.